

## ABSTRACT

Rendy Pradipta Sarira, 2013. Analysis of Consumer Interest To Buy Back Siberian Husky Dog Race in Yogyakarta. Masters Thesis, Masters Program in Management of Universitas Pembangunan Nasional "Veteran" Yogyakarta. Supervisor I: Dr. Heru Tri Sutiono, M.Si, Supervisor II: Drs. Ibrahim, MM.

**Keywords:** Interests Buy back, Attitudes Toward Behavior, Subjective Norm, Behavioral Control.

The study in this research is the analysis of Consumer Interests Back To buy Siberian Husky Dog Race in Yogyakarta. The issues raised in this research are: (1) Is the attitude towards the behavior, subjective norms and behavioral control affect the interests simultaneously repurchase breed siberian husky in yogyakarta (2) Is the attitude towards the behavior, subjective norms and behavioral control more influenced by partial to buy back interest purebred siberian husky in yogyakarta (3) Among the variables attitude toward the behavior, subjective norms and behavioral control, which variables are not dominant in consumer interest in buying back breed siberian husky in yogyakarta.

In this study using multiple regression analysis. This analysis is used to determine the effect of variable interest in buying back as independent variables on attitudes toward the behavior as the dependent variable, subjective norm variables as the dependent variable and behavioral control as the dependent variable. The number of samples taken 80 respondents to the census technique and used questionnaires to obtain data.

The results of this study indicate that attitudes toward the behavior, subjective norms and behavioral control has the effect of simultaneously against consumer interest in buying back breed siberian husky in yogyakarta. This can be interpreted, if the attitude toward the behavior, subjective norms and behavioral control increases, the consumers to buy siberian husky dog race in Yogyakarta will also increase. Attitudes toward the behavior, subjective norms, and behavioral control and significantly partially have an influence on buying interest returned breed siberian husky in yogyakarta.

Beta coefficient of the subjective norm variable lower than the value of the variable beta coefficient attitude toward behavior and behavioral control, subjective norms were not so dominant in influencing the buying interest back. Associated with lower subjective norms influence the buying interest returned breed siberian husky, then as a marketer breed siberian husky in Yogyakarta is expected to increase by subjective norm socialization or introduced siberian husky breed characteristics into the community, whether through print media or any media television. With the publication, it is expected a sense of interest in the surrounding communities, so that consumers are willing to buy back siberian husky dog breeds can get support from the surrounding environment.

## ABSTRAK

Rendy Pradipta Sarira, 2013. Analisis Minat Konsumen Untuk Membeli Kembali Anjing Ras Siberian Husky Di Yogyakarta. Tesis Program Pascasarjana, Program Magister Management Universitas Pembangunan Nasional “Veteran” Yogyakarta. Pembimbing I: Dr. Heru Tri Sutiono, M.Si, Pembimbing II: Drs. Ibrahim, MM.

**Kata Kunci:** Minat Beli kembali, Sikap Terhadap Perilaku, Norma Subyektif, Kontrol Keperilakuan.

Studi dalam penelitian ini mengenai Analisis Minat Konsumen Untuk membeli Kembali Anjing Ras Siberian Husky Di Yogyakarta. Masalah yang diangkat dalam penelitian ini adalah: (1) Apakah sikap terhadap perilaku, norma subyektif dan control keperilakuan berpengaruh secara serempak terhadap minat beli kembali anjing ras siberian husky di yogyakarta (2) Apakah sikap terhadap perilaku, norma subyektif dan kontrol keperilakuan berpengaruh secara parsial terhadap minat beli kembali anjing ras siberian husky di yogyakarta (3) Diantara variabel sikap terhadap perilaku, norma subyektif dan kontrol keperilakuan, variabel manakah yang tidak dominan dalam minat beli kembali konsumen anjing ras siberian husky di yogyakarta.

Dalam penelitian ini menggunakan analisis regresi berganda. Analisis ini digunakan untuk mengetahui besar pengaruh variabel minat beli kembali sebagai variabel independen terhadap sikap terhadap perilaku sebagai variabel dependen, variabel norma subyektif sebagai variabel dependen dan kontrol keperilakuan sebagai variabel dependen. Jumlah sampel yang diambil 80 responden dengan teknik sensus dan menggunakan kuesioner untuk memperoleh data.

Hasil penelitian ini menunjukkan bahwa Sikap terhadap perilaku, Norma subyektif dan Kontrol keperilakuan mempunyai pengaruh secara bersama-sama terhadap minat beli kembali konsumen anjing ras siberian husky di yogyakarta. Hal ini dapat diartikan, jika sikap terhadap perilaku, norma subyektif dan kontrol keperilakuan meningkat, maka minat beli konsumen anjing ras siberian husky di yogyakarta juga akan mengalami peningkatan.

Sikap terhadap perilaku, norma subyektif dan kontrol keperilakuan secara parsial dan signifikan memiliki pengaruh terhadap minat beli kembali anjing ras siberian husky di yogyakarta.

Nilai koefisien beta variabel norma subyektif yang paling rendah dibandingkan nilai koefisien beta variabel sikap terhadap perilaku dan kontrol keperilakuan, sehingga norma subyektif yang tidak dominan dalam mempengaruhi minat beli kembali.

Berkaitan dengan rendahnya pengaruh norma subyektif terhadap minat beli kembali anjing ras siberian husky, maka sebagai pemasar anjing ras siberian husky di yogyakarta diharapkan bisa meningkatkan norma subyektif dengan cara sosialisasi atau memperkenalkan karakteristik anjing ras siberian husky ke masyarakat, baik itu melalui media cetak atau pun media televisi. Dengan adanya publikasi, diharapkan adanya rasa ketertarikan di masyarakat sekitar, sehingga konsumen yang mau membeli kembali anjing ras siberian husky bisa mendapat dukungan dari lingkungan sekitar